



82nd Annual Conference & Exhibit Show



*Virtual Live Sessions April 21-22
On Demand Viewing Through June 2021*

2021 Exhibitor FAQs

Q: What is the virtual exhibit show platform?

A: Open Water is the software platform that MSBO will be using for this year's annual conference and exhibit show. The virtual live and exhibit show will use Zoom.

Q: Can exhibitors and sponsors attend the conference breakout sessions?

A: Yes and no. Only Diamond, Platinum and Gold sponsors receive complimentary conference registrations. If you would like to attend the breakout sessions you can, however, register as a participant.

Q: Will the virtual exhibit show be "live?"

A: Yes. There will be dedicated times for the live virtual exhibit show on the two live days of the conference.

Wednesday, April 21, 2021

2:15 – 4:15 pm – Exhibit Show & Live Solution Sessions 15- and 30-minute professional development sessions presented by sponsors and MSBO endorsed partners.

Thursday, April 22

9:45 – 11:45 am – Exhibit Show & Live Solution Sessions 15- and 30-minute professional development sessions presented by sponsors and MSBO endorsed partners.

Q: Can Exhibitors participate in the MSBO Connected networking? Yes.

A: Dedicated Exhibitor and Attendee networking opportunities are available:

Wednesday, April 21, 2021

7:30 – 8:15 am – MSBO CONNECTED Coffee Club Networking

4:15 – 5:00 pm – MSBO CONNECTED Networking

Thursday, April 22

7:30 – 8:15 am – MSBO CONNECTED Coffee Club Networking

3:30 – 4:30 pm – MSBO CONNECTED Networking

Q: Are networking opportunities limited for exhibitors and sponsors? No.

A: Exhibitors and sponsors can reach out to attendee at any time and create a virtual networking experience.

Q: Will Exhibitors receive a list of attendees after the conference?

A: Yes. Exhibitors and sponsors will also have access to the conference attendee directory throughout the virtual conference and through June 30.

Building Your Booth:

Q: The website button does not show my website even though I put in the web address on the exhibit form – I get a page not found error.

A: You must include the entire URL including <http://> or <https://> for it to display correctly.

Q: What hours should we include in the Chat portion of our booth (Business Hours)?

A: Chat hours are times when someone will be available for an attendee to meet with someone in your booth – you will want to have someone staff your during the live exhibit show times at a minimum. You can also add additional hours for these days. The format allows you 10 slots, but you can use as many as you want. After the live days, you can change/add additional meeting days/times if you want.

Q: To connect with others through Zoom meetings while using the Open Water platform, do we use our own Zoom account?

A: All Zoom meetings will be through links provided by the system. Open Water has a partnership with Zoom.

Q: What is the best browser to use for the Open Water platform?

A: Open Water recommends using Google Chrome as a default browser.

Q: When I look at my video in the booth, the screen is black. How do I get it to show the beginning of my video?

A: On the Exhibit Form, there is a field called Video Poster. You need to post the image you want showing on your video screen.

Resources:

Chat Assistance:

<https://msbo.secure-platform.com/a/page/help-exhibitor/help-exhibitor-chat>

Booth Assistance:

<https://msbo.secure-platform.com/a/page/help-exhibitor/help-exhibitor-booth>